MGM University,

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A

Ph.D. Final Synopsis on

"Analysis and Appraisal of Management Under Agro Tourism Business in Maharashtra State"

In

Management & Commerce

By

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Under the Guidance of

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Chapter No.1
Introduction

1.1 Analysis and Appraisal of management in Agro Tourism

This is further necessitated since the success of the agrotourism enterprises in general depends on management practices, hence in this context, evaluation of the agrotourism management is vital. A decent, comprehensive review and critique with this kind entails an equally comprehensive hold on events "on the floor". The underlying assumption should look something like this;

Strengths and weaknesses - strengths and weaknesses and opportunities and threats. The second half are the part strength such as land experience and the day to day living practice, and those result and services Poor promotion; Substandard yields and facilities;

Central Ashford is a location of opportunity and threat in relation to the promotion of locally sourced food items and County farms prescriptions for foodstuffs that protect and a lack of source detail disclosure. Competition from other plays and parts, distrustful, bad job building, and economic difficulties.

Evaluation of Agrotourism Management - As we have all heard already: management lies at the heart of any finished agrotourism unit. Therefore, we can only review it instead to analyze and appraise it. This needs to be a forensic, panoptic interrogation of every facet of the business. Examples Below for Some More Details

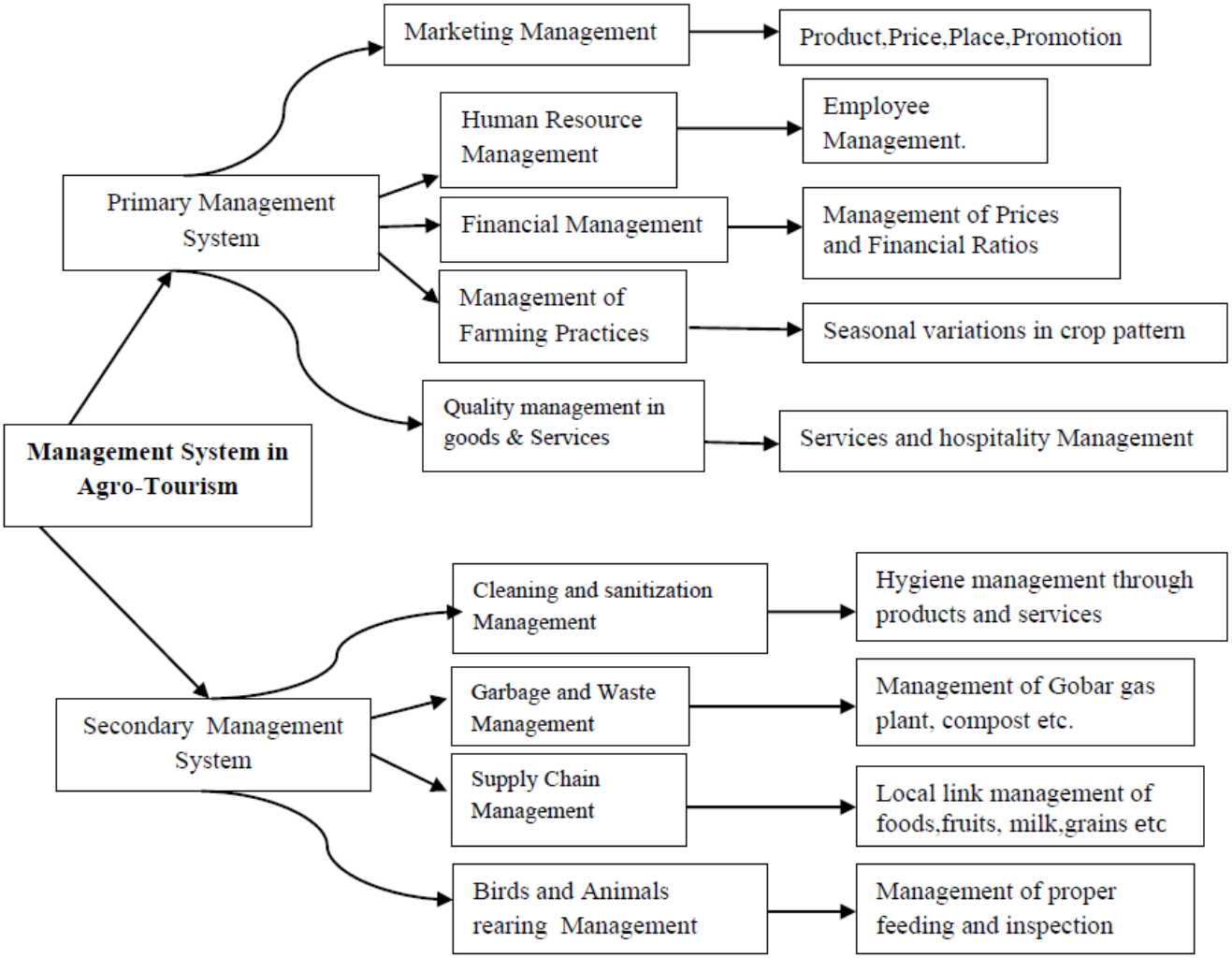

Management System in Agro-Tourism
Primary Management System
Marketing Management
Product,Price,Place,Promotion
Human Resource Management
Employee Management.
Financial Management
Management of Prices and Financial Ratios
Management of Farming Practices
Seasonal variations in crop pattern
Quality management in goods & Services
Services and hospitality Management
Secondary Management System
Cleaning and sanitization Management
Hygiene management through products and services
Garbage and Waste Management
Management of Gobar gas plant, compost etc.
Supply Chain Management
Local link management of foods,fruits, milk,grains etc
Birds and Animals rearing Management
Management of proper feeding and inspection

Diagram- Management System in Agro Tourism, Source:Primary Data Collection

Above all 9 Management system considered as Independent variable and 1 is dependent variable i.e satisfaction.

1.2 Analysis and Appraisal

i. Analysis

Internal: UVS: Unique Selling Proposition How does the visiting facilities experience compare with other similar experiences at competitive facilities? That this be of a plant variety kind from original process works, of food from soil to table, etc.

Service : Do you feel well looked after from the point of arrival to the moment you leave, are the staff professional and the environment inviting?

Sustainability: water conservation methods including the conservation of other resources, renewable energy use and low impact waste disposal.

Weaknesses: Marketing: Is the target nonchalant that is established and also quantified? Do the marketing channels work in reaching that target, and are the prices competitive because of what is being offered in consideration?

Resource Utilization: How well do both the staff and equipment get used to ensure there is high throughput? Are the guests' amenities being utilized well?

Staffing- Have a sufficient trained body of workers for the fieldwork, visitors, and hospitality conduct?

ii. Appraisal

Experience and Qualification: Backward from managing agriculture, hospitality, marketing and finance organs. delegative leadership and problem solving

Marketing and sales

Channels: a performance of each channel Nature of message: a look at message type (adjective vs. verbs) Broadness of product w/ audience.

2. Research Questions

1) What are the different factors & most significantly factors of management system in agro-tourism farms in Maharashtra?
2) Which management practices contribute highest and lowest impact to the agrotourism owners' satisfaction levels?
3) Which management practices contribute highest and lowest impact to the agrotourism tourists' satisfaction levels?
4) What are the differences in expectations and satisfaction levels between tourists and agrotourism owners?
5) Is there a significant relationship between demographic variables and satisfaction levels with agro-tourism management?

3. Objectives of the research

1) To determine the factors constituting the Management System of Agro-tourism in Maharashtra from farm of agrotourism.
2) To examine the impact of Management System of Agro-tourism in Maharashtra on the satisfaction level of agrotourism's owner.
3) To examine the impact of Management System of Agro- tourism in Maharashtra on the satisfaction level of tourists.
4) To study the system comparison of the management in agrotourism with respect to tourists & agrotourism's owner.
5) To study the impact of demographic variables of agrotourism's owner & tourists on the management practices.

4. Significance of the study

Agrotourism concept was growing since 15 years in Maharashtra where initially some private organisation had done their level best works on development of these agricultural tourism concept, and later it was taken over by various grammar systems like Tourism department, Agriculture department and other respective department, but not with good expected results by all the departments. Organizational performance must be sustain for long time as learning change and realignment will be continuous processes for it.

So now in this scenario, there is a need to research on the following topics.

1. An interests of people, their values, attitudes and effects in the workplace in organization of Agro-tourism.
2. The transformation of organizational culture and employee expectations in agrotourism
3. Product and Service Excellence Quality Management Practices in Agro-tourism.
4. The current status in some of the main activities of Agro-tourism organizations.

Chapter No.2.

Literature Review

1. H.Vishwanath , S.V.Suresha , Manjuprakash and C.M.Savitha (2022). " A Study on Challenges and Suggestions of Farmers to Promote Agro Tourism Centres in Karnataka State in India ". International Journal of Environment and Climate Change, ISSN: 2581-8627, 12(11): 3693-3698.

The current study is essential to comprehending the difficulties of farmers experience and their recommendations for resolving those difficulties. According to the findings of the study, the bulk of the issues faced by farmers may be classified into five categories: financial, human resource, technical, situational, and policy challenges. It was found that the majority of farmers (83.33%) did not have a commercial mindset because they were afraid that their investment would not generate the desired returns. As a result, they did not have a commercial perspective. Farmers with poor communication skills came in second (75.00%).Tourists were not willing to buy farm products (73.33%), even if the goods at ATC were high-quality and organic; thus, they did not buy them because of the high cost. Just two thirds (66.66%) of the farmers stated a lack of organized effort, such as Farmer organizations, and 63.33 percent named insufficient managerial skills as additional impediments. In addition, the recommendations made by the farmers were brought to the attention of tourist sector specialists and decision-makers.

2. S.Sarath, S.D.Sivakumar, N.Venkatesa Palanichamy, D.Suresh Kumar and E. Somasundaram (2022). " A Study on Customers Preferences towards Landscape Features of Agri-tourism in Tamil Nadu ". Asian Journal of Agricultural Extension, Economics & Sociology, ISSN: 2320-7027, 40(8): 86-95.

From the given study I observed with four segment categories annual family income, family size, tour frequency, and farming and linking levels this study examines landscape preferences among farm consumers. Customers favoured natural elements above other factors when it came to agritourism overall. Agritourism is a diverse idea with a range of constructions and naturally occurring characteristics. Customers with higher income levels favoured a wider range of speciality crops and farm animals than those with lower income levels. A larger family also results in a greater desire for pathways, grasslands, planted trees, and water supplies. Travelling consumers frequently have a preference for petting animals, a range of speciality crops and farm animals. Customers who have a direct connection to agriculture tend to choose native plants, flowers, and water resources over those who do not or have an indirect relationship to agriculture.

3. Dhanashri S. Havale, Chetan Chaudhari and Smita Jadhav (2022). " Innovative Agrotourism Trends- Maharashtra State as a Model for Cross-Cultural Tourism in India". Current Agriculture Research Journal, ISSN: 2347-4688, 10 (3): 320-326.

In a given study a pilot survey was carried out in the following areas of the Konkan region: Palghar, Ratnagiri, Raigad, Sindhudurg, and Thane, with the aim of identifying the real functioning agro tourism centres. The sample consisted of 45 randomly selected respondents from five different districts. However, only forty percent of respondents have an account with the Maharashtra Tourism Development Corp. Agro tourism centre owners experienced difficulties including inadequate communication skills (80%) and a lack of agro tourism training (62.2%), as seen in given research paper. A low degree of entrepreneurial culture (78%), poor knowledge of agro-tourism among farmers and visitors (48.8%), and a lack of cooperation (100%) between the departments of agriculture and tourism. Therefore, by implementing the necessary regulatory measures, the government ought to prioritize Maharashtra's agro tourism sector.

4. Dr. Suvarna Sathe, Mr. Mahesh Randhave (2019). "Agro-Tourism: A Sustainable Tourism Development in Maharashtra – A Case Study of Village Inn Agro Tourism (Wardha)". Ge-International Journal Of Management Research, E-ISSN:2321-1709, 7(6) : 45-58.

This study delves into the specificities of a unique agro-tourism project. Nestled within the charming embrace of rural heritage, Village Inn Agro Tourism has flourished, offering visitors a taste of authentic local life intertwined with nature's bounty. Witnessing its success, neighboring farmers have also embraced the potential of agro-tourism. Agriculture sits at the heart of the experience, directly benefiting the community through increased employment and skill development for residents. While farming remains the core source of income, creative ventures like dairy production and gulkand processing add layers of flavor and revenue, attracting visitors with a taste for something special. Also author focused on income generation of tourism. If a family in a hamlet engages in agrotourism and rents a shank, they may earn between Rs. 1300 and Rs. 1500 for a family of four (Rs. 500 for the shank, Rs. 150 for meals, Rs. 50 for entertainment, and Rs. 50 for related activities). At least three to four families visit each day during peak season, bringing in Rs. 5,000. Additionally, visitors purchase fresh agricultural goods, increasing earnings. The amount of revenue earned in 2009–10 was Rs. 18,60,000. The profit made in a year was Rs. 9,60,000 after deducting wages, maintenance, food costs, and other expenses totaling Rs. 9,00,000/-.

5. Mr. Nilesh Upadhye and Mr. Dhiraj Shingare (2021). "Best Practices implemented by Agro tourism Farms in the Era of pandemic to retain the customers". Mahratta Multi-Disciplinary Journal,E-ISSN: 2581-9879, VI (I) : 1-9.

Here's the authors discussed about some practices followed in pandemic era. They mentioned prioritizing customer confidence during the pandemic was paramount. Stringently adhering to the Ministry of Health's SOPs and meticulous hygiene protocols at our destination became cornerstones of our success. Agrotourism thrived through innovative measures like crafting immersive packages, engaging social media campaigns, showcasing guest testimonials, and producing "new normal" films. Beyond these, guests actively participated in farm and agricultural activities, fostering unique and memorable experiences. Though the pandemic posed immense challenges, they harnessed this period to adapt and implement new processes, regulations, and procedures. This unwavering resilience and optimism laid the foundation for our "new normal," and instilled a renewed confidence in the future of our agrotourism venture.

6. Dr.Rohit Ravindra Borlikar, Dr.Y.Venkata Rao (2020). "Innovative Agritourism Models: Cases from Pune Region." Journal of Small Business and Rural Management, Mantech Publication, 3(1) : 64-75.

To construct this study, the researcher relied on a rich tapestry of data sources. Immersive visits to agritourism facilities, candid interviews with operators, and conversations with visiting guests all contributed valuable insights, fueling the exploration of the chosen topic. Traditional agri-tourism narratives often prominently feature farmers and operational farms. However, our case studies reveal a more nuanced reality. Not all agri-tourism ventures are helmed by farmers, nor do they necessarily involve working farms. This flexibility in the model highlights its adaptability across contexts. To understand this adaptation in India, we can borrow from Di Domenico and Miller's "model of experiential authenticity" (Fig. 2). Their framework helps explain how the core concept of agri-tourism can be tailored to different scenarios. As our case studies illustrate, this adaptability manifests in various ways. While some facilities are rooted in working farms managed by farmers themselves, many others curate a "staged" agri-tourism experience for visitors.

2.1 Gaps in the existing research

Till 2020 in the countries as United State of America, India, Australia, Italy etc research work done on the base of Principles of agro-tourism, and Various geographical region Participatory with Social service pattern in Agro-Tourism.

Conducted research Introduction to Agro-tourism in local area on conceptual & qualitative data ranges, for the most part. Few researcher did work on management system in Agro-Tourism.

Inadequately researched topics are given below,

1. Agro-Tourism Human Resource Management
2. The Effects of Values People Hold and Their Attitudes in the Workplace in Agro-Tourism
3. Challenges faced in present Agro-tourism.
4. Agro-tourism Quality management practices of products and services.

Chapter No.3.
Research Methodology

3.1 Research Type

The present study utilizes a **quantitative approach**, appropriate for numerical data analysis and investigating relationship between variables. AIM: The goal is to evaluate and appraise management practices in the agrotourism business and how they impact tourist satisfaction. In this study, **a descriptive research strategy** is employed to systematically describe the current state of agrotourism management practices. This supports their investigation into how current management approaches are working and impacting stakeholders like the owners of agrotourism and tourists.

3.2 Research Strategy

The descriptive strategy is structured around the following objectives:

3.2.1 To determine the factors constituting the Management System of Agro-tourism in Maharashtra from farm of agrotourism.:

3.2.2 To examine the impact of Management System of Agro-tourism in Maharashtra on the satisfaction level of agrotourism's owner:

3.2.3 To examine the impact of Management System of Agro- tourism in Maharashtra on the satisfaction level of tourists.

3.2.4 To study the system comparison of the management in agrotourism with respect to tourists & agrotourism's owner.

3.2.5 To study the impact of demographic variables of agrotourism's owner & tourists on the management practices.

3.3 Why This Descriptive Strategy is the Right One

3.3.1 Comprehensive Understanding:

This descriptive approach provides in-depth information about management systems, satisfaction, and demographic factors while leaving intact real-world contexts.

3.3.2 Comparison and Documentation:

It enables direct comparisons of agrotourism owner's and tourist's perspectives and provides an integrated overview of the performance of the management system.

3.3.3 Observations and Non-intrusive Data Resourcing:

The descriptive strategy eliminates the interference in observation and documentation, maintaining authenticity in responses.

3.4 Data Type

The study is based solely on **primary data**, focusing on the responses of the agrotourism owners and tourists in the state of Maharashtra. Primary data will be collected for the research objectives only and is more relevant, correct, and meets the needs of the study.

3.5 Research Process

The research methodology provides a broad overview of the systematic processes followed for conducting the study on "Analysis and Appraisal of Management Under Agrotourism Business in Maharashtra". It precisely and relevantly leads you, step-wise, towards your research objectives in a reliable manner.

3.5.1 Step 1: Identifying the Research Problem

Hence, the research problem was framed as to "analyze and appraise the management systems of agrotourism in Maharashtra" with objectives as under:

The factors that make up management systems.

How do these systems affect the satisfaction of agrotourism owners and tourists?

Management practices, demographic effects and comparative analysis

Result : The concepts defined to drive the study.

3.5.2 Step 2: Review of Literature

Through a literature review, all existing studies on the agrotourism management system, demand, satisfaction of the tourists visiting various agritourism sites, as well as the waste management practices adopted & maintaining such a system were explored.
Data from academic journal articles, conference papers, books, or industry reports were included.
Outcome:
Herttion of research gaps, e.g., conducting a detailed analysis of management systems and impact on level of stakeholder satisfaction in Maharashtra.
An underpinning theoretical model for the study.

3.5.3 Step 3: Define research objectives

The following targets were set:
Objectives To identify the elements that are part of the management system of agrotourism in Maharashtra.
To determine the influence of the management system on the satisfaction of the agrotourism owners.
To investigate the effect of the management system on the satisfaction of tourists.
To examine effects of demographic variables on management practices.
Expectation: A clear path for what data to gather and how to analyze it.

3.5.4 Step 4: Research Design

The study employed a descriptive research design to systematically identify and analyze the current state of management practices in agrotourism.
Type: Descriptive (describes factual, detailed representations without manipulating variables)
Research Methodology The study is conducted in the form of a structured questionnaire.
Result: A suitable research framework designed to meet the objectives.

3.5.5 Step 5: Sampling Design

Population: Owners of agrotourism and Agrotourism destination in Maharashtra.
Sample Size: 242 Agrotourism Owners, 385 Tourists.

Sampling Techniques:

For Agrotourism Owners Stratified Random Sampling:
The population was closed into strata according to location. A random sample was drawn from each stratum for representation.

Sampling touristic clientele with convenience sampling:
They were chosen because they were available at the sites or could be accessed on the Internet.

3.5.6 Step 6: Data Collection

Primary Data Collection: Questionnaires were structured and used on both agrotourism owners and tourists.
Agrotourism Owners and tourists: Management practices questionnaires (operational, financial, marketing, waste management) and degree of satisfaction also Questions focused on service quality, infrastructure, waste management practices and overall satisfaction.

3.5.6.1 Modes of Data Collection:

Surveys on-site for agrotourism owners and tourists, Send online surveys through email or social media.
Result: Expansive raw data that directly linked to the research aims.

3.5.7 step7: Data Validations and Processing

Data Entry: Responses were entered into software including Microsoft Excel and SPSS for analysis.
Validation: In total, there were 242 for agrotourism owner and 385 for tourists responses to the survey, though cleaning of the data was done to remove any incomplete or otherwise invalid responses.
The survey instruments were validated in a pilot test with a small subset of the participants.
Result: A verified data set available for analysis.

3.5.8 Step 8: Data Analysis

To assess the relationships between variables (e.g. the influence of demographic variables on satisfaction levels), regression analyses and t-tests were performed.

Outcome: Insightful understanding of what drives the management approach and satisfaction of stakeholders.

3.5.9 Step 9: Interpret the results

Data analyzed were interpreted in the framework of the research objectives. Key findings included: Essential components of successfully agrotourism management systems. Stakeholders and owners or shareholders satisfaction practices Owners and tourists have different perceptions and therefore different expectations. Demographic factors, management observance and satisfaction.

3.5.10 Step 10: Discussion and interpretation of a finding.

Key recommendation to improve agrotourism management systems.

Outcomes: Report pointing out practical recommendations and policy-level implications for agrotourism management in Maharashtra.

3.5.11 Step 11: Recommendations and Conclusion

Recommendations:

Recommendations for agrotourism in agriculture to enhance operational efficiency, minimize waste and meet customer needs.

Conclusion:

Results: Practical suggestions for relevant parties to consider in potentially improving management systems and stakeholder satisfaction.

3.6 Sample Design

3.6.1 Target Population

Target Population - the type of group you are concerned with

Inclusion Criteria: Tourists visiting agro-tourism centers.
Agrotourism owners in Maharashtra.

3.6.2 Universe Characteristics

Population: Population is the total collection of elements that the study seeks to investigate.

Location: Agro-tourism centers yet in rural and semi-urban areas in Maharashtra.

3.6.3 Demographic Characteristics:

Tourists: Varied in age, gender, income levels, and whether they are domestic or international.

Farmers: Ranges in the size of area.

Sector Focus: Degree of Agro-tourism centers with relevant authorities such as Directorate of Tourism.

3.6.4 Sample Size

(Sample Size, n: This is determined for the representativeness and statistical validity.)

Tourists: 385 respondents,

Farm Owners/Managers 242 respondents, well spread across regions.

3.6.5 Sampling Type

3.6.5.1 Stratified Random Sampling for Agro-Tourism Owners

Rationale: To represent various types of farm owners in Maharashtra.

Process:

Classify agro-tourism owners of the population into strata on the basis for geographical regions(Example: As per administrative region of Maharashtra).

(sample owners based on random selection)

Impartiality: Representation among owners, encompassing regional variation in management practices.

3.6.5.2 Convenience Sampling for tourists

Objective: To collect rapid and inexpensive responses from tourists in agro-tourism centers.

Process:

Target tourists who are already there and are willing to join them at selected agro-tourism centers.

Collect responses at different times and places to ensure variety and reduce potential bias.

Aim: Include different tourist viewpoints

3.7 Data Collection

Demographic Details

Table… Demographic details of Farm owners

Variables	Respondents	Percentage
Gender		
Male	158	65.3
Female	84	34.7
Age		
18-28	48	19.8
29-38	73	30.2
Above 38	121	50.0
Education		
UG or below	147	60.7
PG and above	95	39.3
Annual Income- Per Annum		
< 5 Lakh Per annum	32	13.2
5 lakh - 15 Lakh	166	68.6
More than 15 lakhs	44	18.2
Total	**242**	**100**

3.8 Demographic Details of Tourists

Table… Demographic details of Tourists

Variables	Respondents	Percentage
Gender		
Male	232	60.3
Female	153	39.7
Age		
18-28	115	29.9
29-38	154	40.0
Above 38	116	30.1
Education		
UG or below	206	63.9
PG and above	179	36.1
Annual Income- Per Annum		
< 5 Lakh Per annum	107	27.8
5 lakh - 15 Lakh	165	42.9
More than 15 lakhs	113	29.3
Total	**385**	**100**

3.9 Hypothesis and Data Analysis tools

Sr. No.	Hypothesis	Analytical Tools/ Statistical Technique
1.	**H0: There is no Impact of management practices in agrotourism on the satisfaction level of tourists.** **Ha: There is a significant Impact of management practices in agrotourism on the satisfaction level of tourists.**	Multiple Regression will be applied taking all the 9 independent variables and 1 dependent variable (Overall satisfaction) for Farm owners
2.	**H0: There is no Impact of management practices in agrotourism on the satisfaction level of farm owners.** **Ha: There is a significant Impact of management practices in agrotourism on the satisfaction level of tourists.**	Multiple Regression will be applied taking all the 9 independent variables and 1 dependent variable (Overall satisfaction) for tourists
3.	**H0: There is no difference between tourists and farm owners for management system in agrotourism** **Ha: There is a significant difference between tourists and farm owners for management system in agrotourism**	Independent Sample t test
4.	**Impact of Gender of farm owner & tourists on the management practices.** H_0: There is no significant impact of Gender of farm owner & tourists on the management practices. Ha: There is a significant impact of Gender of farm owner & tourists on the management practices. **Impact of Age of farm owner & tourists on the management practices.** H_0: There is no significant impact of Age of farm owner & tourists on the management practices. Ha: There is a significant impact of Age of farm owner & tourists on the management practices. **Impact of education of farm owner & tourists on the management practices.** H_0: There is no significant impact of education of farm owner & tourists on the management practices. Ha: There is a significant impact of education of farm owner & tourists on the management practices. **Impact of income of farm owner & tourists on the management practices.** H_0: There is no significant impact of income of farm owner & tourists on the management practices. Ha: There is a significant impact of income of farm owner & tourists on the management practices.	Independent Sample t test for Gender, and ANOVA for Age, Education and Income

Chapter No.4.
Data Analysis

4.1 Factor wise mean values of the variables

Table…and figure shows the mean value of the variables associated with the factor "Hospitality Management" where the highest mean value 4.58 shown by the staff's conduct motivates visitors to come back for future trips followed by the atmosphere created by staff enhances the enjoyment of agrotourism activities (4.57), The conduct of staff reflects the values of hospitality and respect (4.57), Even during peak hours, visitors are provided with polite replies by the staff (4.55) and Efforts are made by employees to ensure that visitors feel welcomed and appreciated with mean value 4.51.

Table… Cleaning and Sanitization

S. No.	Cleaning and Sanitization	Mean Value
1	The cleanliness of restroom facilities impacts on how long visitors spend at agrotourism sites.	4.34
2	I think agrotourism sites have to work together with local communities to enhance sanitation infrastructure.	4.39
3	The cleanliness of picnic areas and outdoor seating impacts on dining decisions at agrotourism destinations.	4.26
4	Cleanliness and sanitation measures should be highlighted in promotional materials for agrotourism sites.	4.33
5	Provide essential facilities like toilet, Washrooms for men and women to maintain hygiene atmosphere in agrotourism	4.41

4.2 Impact of Management System of Agro-Tourism in Maharashtra in on the Satisfaction Level of Farm Owners

4.2.1 Proposed Hypothesis

Ha_1 There is a significant Impact of Quality Management in Goods and Services in agrotourism on the satisfaction level of farm owners

Ha_2 There is a significant Impact of Financial Management in agrotourism on the satisfaction level of farm owners

Ha_3 There is a significant Impact of Human Resources Management in agrotourism on the satisfaction level of farm owners

Ha_4 There is a significant Impact of Marketing Management in agrotourism on the satisfaction level of farm owners

Ha_5 There is a significant Impact of Management of Farming Practices in agrotourism on the satisfaction level of farm owners

Ha_6 There is a significant Impact of Birds and Animals Rearing Management in agrotourism on the satisfaction level of farm owners

Ha_7 There is a significant Impact of Garbage and Waste Management in agrotourism on the satisfaction level of farm owners

Ha_8 There is a significant Impact of Amenities and services Management in agrotourism on the satisfaction level of farm owners

Ha_9 There is a significant Impact of Supply Chain Management in agrotourism on the satisfaction level of farm owners

Ha_{10} There is a significant Impact of Hospitality Management in agrotourism on the satisfaction level of farm owners

Ha_{11} There is a significant Impact of Cleaning and Sanitization in agrotourism on the satisfaction level of farm owners

All the constructs presenting Management System of Agro-tourism namely Quality Management in Goods and Services, Financial Management, Human Resources Management, Marketing Management, Management of Farming Practices, Birds and Animals Rearing Management, Garbage and Waste Management, Amenities and services Management, Supply Chain Management, Hospitality Management and Cleaning and Sanitization explain about 93% (R^2 value is 0.930) of the variance.

Table…Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.966[a]	.934	.930	.15706
a. Predictors: (Constant), Quality Management in Goods and Services, Financial Management, Human Resources Management, Marketing Management, Management of Farming Practices, Birds and Animals Rearing Management, Garbage and Waste Management, Amenities and services Management, Supply Chain Management, Hospitality Management and Cleaning and Sanitization				

Table…ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79.748	11	7.250	293.879	.000[b]
	Residual	5.674	230	.025		
	Total	85.422	241			
DV: Overall Impact of Management System of Agro-tourism on the satisfaction level of farm owners						
b. Predictors: (Constant), Quality Management in Goods and Services, Financial Management, Human Resources Management, Marketing Management, Management of Farming Practices, Birds and Animals Rearing Management, Garbage and Waste Management, Amenities and services Management, Supply Chain Management, Hospitality Management and Cleaning and Sanitization						

4.2.2 Result of the Hypothesis Testing:

Considering Table …. it has been found that "There is significant impact of Impact of Management System of Agro-Tourism in Maharashtra in on the Satisfaction Level of Farm Owners". *The proposed hypothesis is supported by the results.*

4.3 Impact of Management System of Agro- Tourism in Maharashtra in on the Satisfaction Level of Tourists

4.3.1 Proposed Hypothesis

Ha_1 There is a significant Impact of Financial Management in agrotourism on the satisfaction level of tourists

Ha_2 There is a significant of Marketing Management in agrotourism on the satisfaction level of tourists

Ha_3 There is a significant Impact of Human Resources Management in agrotourism on the satisfaction level of tourists

Ha_4 There is a significant Impact of Quality Management in Goods and Services in agrotourism on the satisfaction level of tourists

Ha_5 There is a significant Impact of Amenities and services Management in agrotourism on the satisfaction level of tourists

Ha_6 There is a significant Impact of Garbage and Waste Management in agrotourism on the satisfaction level of tourists

Ha_7 There is a significant Impact of Supply Chain Management in agrotourism on the satisfaction level of tourists

Ha_8 There is a significant Impact of Birds and Animals Rearing Management in agrotourism on the satisfaction level of tourists

Ha_9 There is a significant Impact of Management of Farming Practices in agrotourism on the satisfaction level of tourists

Ha_{10} There is a significant Impact of Hospitality Management Practices in agrotourism on the satisfaction level of tourists

Ha_{11} There is a significant Impact of Cleaning and Sanitization in agrotourism on the satisfaction level of tourists

Table…Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.774[a]	.600	.588	.38349

a. Predictors: (Constant), Financial Management, Marketing Management, Human Resources Management, Quality Management in Goods and Services, Amenities and services Management, Garbage and Waste Management, Supply Chain Management, Birds and Animals Rearing Management, Management of Farming Practices, Hospitality Management and Cleaning and Sanitization

Table…ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	82.119	11	7.465	50.762	.000[b]
	Residual	54.855	373	.147		
	Total	136.975	384			

DV: Overall Impact of Management System of Agro-tourism on the satisfaction level of tourists

b. Predictors: (Constant), Financial Management, Marketing Management, Human Resources Management, Quality Management in Goods and Services, Amenities and services Management, Garbage and Waste Management, Supply Chain Management, Birds and Animals Rearing Management, Management of Farming Practices, Hospitality Management and Cleaning and Sanitization

4.3.2 Result of the Hypothesis Testing:

Considering Table …. it has been found that "There is significant impact of Impact of Management System of Agro-Tourism in Maharashtra in on the Satisfaction Level of tourists". *The proposed hypothesis is supported by the results.*

4.4 The System Comparison of The Management in Agrotourism with Respect to Tourists & Farm Owners

4.4.1 Proposed Hypothesis

H0 There is no difference between tourists and farm owners for management system in agrotourism

Ha There is a significant difference between tourists and farm owners for management system in agrotourism

4.4.2 Result of the Hypothesis Testing:

Considering Table …. it has been found that "There is a significant difference between tourists and farm owners for management system in agrotourism". *The proposed hypothesis is supported by the results.*

4.5 Impact of Demographic Variables of Farm Owner & Tourists on the Management Practices

4.5.1 Gender

H_0 There is no significant impact of Gender of farm owner & tourists on the management practices

Ha There is a significant impact of Gender of farm owner & tourists on the management practices

4.5.1 Result of the Hypothesis Testing: Considering Table …. it has been found that "There is a significant impact of Gender of farm owner & tourists on the management practices". *The proposed hypothesis is supported by the results.*

4.5.2 Age

H_0 There is no significant impact of Age of farm owner & tourists on the management practices

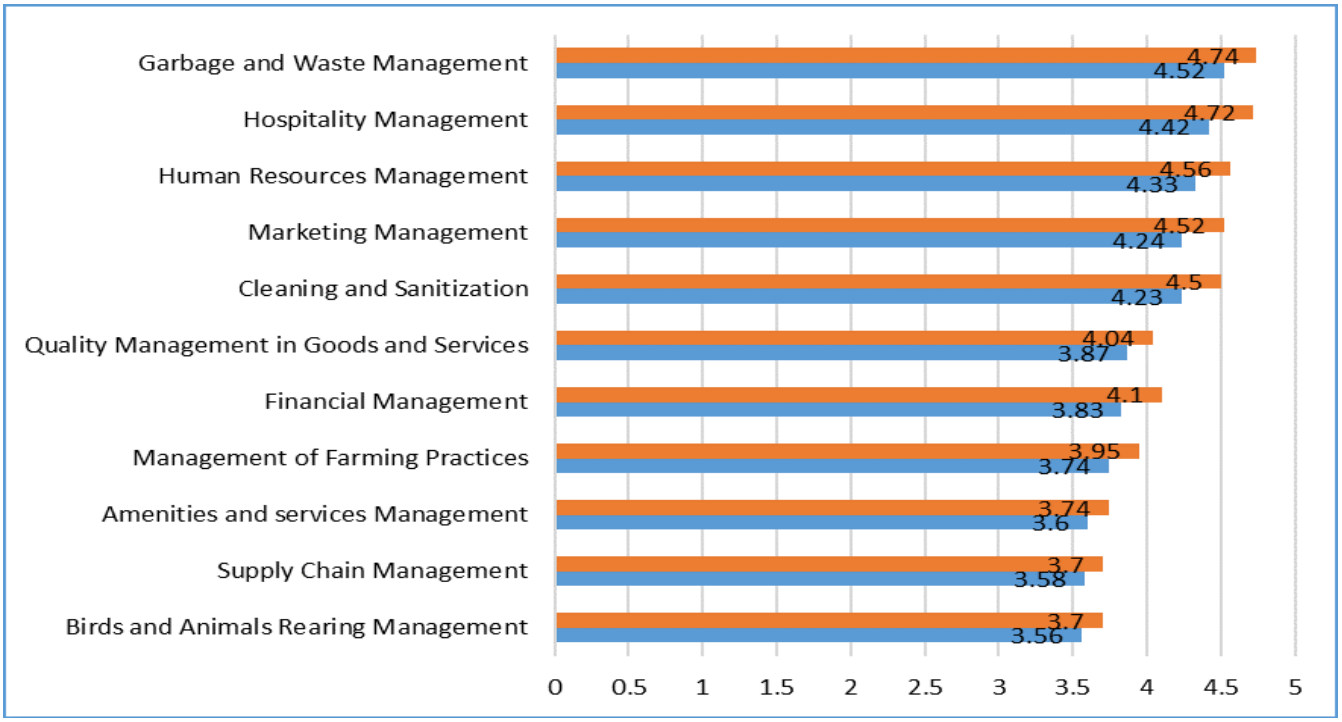
Ha There is a significant impact of Age of farm owner & tourists on the management practices

4.5.3 Result of the Hypothesis Testing: Considering Table …. it has been found that "There is a significant impact of Age of farm owner & tourists on the management practices". *The proposed hypothesis is supported by the results.*

4.6 Education

H_0 There is no significant impact of education of farm owner & tourists on the management practices

Ha There is a significant impact of education of farm owner & tourists on the management practices



4.6.2 Result of the Hypothesis Testing: Considering Table …. it has been found that "There is a significant impact of education of farm owner & tourists on the management practices". *The proposed hypothesis is supported by the results.*

4.7 Income

H_0 There is no significant impact of income of farm owner & tourists on the management practices

Ha There is a significant impact of income of farm owner & tourists on the management practices

4.7.1 Result of the Hypothesis Testing: Considering Table …. it has been found that "There is a significant impact of Income of farm owner & tourists on the management practices". *The proposed hypothesis is supported by the results.*

Chapter No.5
Outcome and Contribution of Research

5.1 Expecting Outcome and Contribution of Research

This study found that help full scientific information will be in the form of policy development support for government, wherein in future, to attract the tourist towards the Agri-tourism in Maharashtra. Such information will be of useful in preparing economic survey report of country and arranging / developing syllabus of undergraduate, Post graduate in Agriculture business economics & Agri business management department. In addition, my research will offer statistical information in different aspects of economics. However, the ideal result is for publication of the research journal is one of the national and International value that contributes to cultural and economical sustainability of rural area in Maharashtra.

Following are few of the impactful things, such research will bring.

1. Making Sustainable Agrotourism Contribure

Step 4:Identifying key factors: The research could identify the most important factors influencing sustainable agrotourism by looking into visitor behavior, environmental impacts, waste management and local economic growth.

Practical Implications: This study could be useful for the practice by giving a slew of practical ideas to follow that can create sustainable tourism practices while not losing on economic growth while preserving nature.

2. Enhanced Solid Waste and Resource Management

Waste management example: investigations on waste disposal will help to find ways of better managing the solid disposal system in agrotourism, so that tourism will not damage the environment.

Visitor Education: Understanding visitor sentiments towards waste and resource management could result in more effective educational initiatives to foster environmentally friendly behaviors.

3. Boost Local Economic Growth

Economic Impact Analysis: The research would be able to assess in dollars how different variables (e.g., visitor spending, jobs) affect the region's economy to guide local stakeholders in tourism decisions.

- Policy Suggestions: Our results may inform policies for governments to support this tourism activity in a sustainable way attracting resource-conserving tourists.

4. Enhancing Visitor Experience

- Knowledge of Visitor Preferences: Variables such as the satisfaction of visitor, interests or even their budgets dedicated to some type of services may help increase the overall level consistency and efficiency in the area development for agrotourism;

- Customised Offerings: Through the analysis, agrotourism operators can tailor more bespoke services, amenities and experiences to better match visitor expectations.

5. Links the Gap between Academia & Practical Application

- Theoretical contributions: That the study shall propose or confirm models applied to agrotourism which indicate how variables will be able to interrelate and influence results. Practical IST Use: This research might translate theoretical knowledge into practice, helping to fill the void between academic work and real-world practitioner need.

6. Environmental Conservation - Study of Environmental Variables: it would be possible to know which environmental variable is being researched, in order to gauge the influence that agrotourism may be causing or helping the preservation of biodiversity and ecosystems.

Research of such nature would be imperative for all stakeholders that include the governmental bodies and policy makers, agrotourism operators and environmental organizations, paving their way to realize holistic & sustainable development within the agrotourism sector.

Chapter No.6
Discussion and Findings

6.1 Primary data findings

Primary data refers to original data collected firsthand through methods such as surveys, interviews, experiments, or observations. These findings are unique to the specific research and have not been previously published. They offer direct insights into the research question and allow for specific analysis tailored to the study's objectives. Primary data findings are critical in research as they provide firsthand evidence that directly relates to the research objectives. Collected through various methods such as surveys, interviews, or experiments, these findings offer original insights and allow for a deeper analysis of the subject matter. The data is typically raw and unfiltered, requiring thorough examination and interpretation. By using primary data, researcher had addressed specific questions or hypotheses with greater accuracy, ensuring the relevance and validity of results. The uniqueness of this data also helps in generating novel conclusions that contribute to the body of knowledge in the field.

6.1.1 Demographic Details

The study shows that Farm owners include 65.3% Male and rest 34.7% respondents Female. 19.8% of them are from age group of 18-28 years, 30.2% lies in the age category of 29-38 years and rest 50.0% are Above 38 years of age. In term of educational qualification 60.7% respondents are UG or below and rest 39.3% are PG and above. With regards to income per annum, 13.2% respondents are earning < 5 Lakh Per annum, 68.6% are having the annual income of 5 lakh - 15 Lakh and rest 18.2% are earning More than 15 lakhs annually.

Among the tourists' respondents 60.3% are Male and rest 39.7% respondents are Female. 29.9% of them are from age group of 18-28 years, 40.0% lies in the age category of 29-38 years and rest 40.1% are Above 38 years of age. In term of educational qualification 63.9% respondents are UG or below and rest 36.1% are PG and above. With regards to income per annum, 27.8% respondents are earning < 5 Lakh Per annum, 42.9% are having the annual income of 5 lakh - 15 Lakh and rest 29.3% are earning More than 15 lakhs annually.

6.1.2 Factors Constituting the Management System of Agro-Tourism in Maharashtra from Farm

The management system of agrotourism in Maharashtra, particularly from a farm-based perspective, involves various interconnected factors that contribute to its success and sustainability. Here are the key factors that constitute the management system of agrotourism in the region:

With the help of Exploratory Factor Analysis, the factors that make up the management system of agrotourism on farms in Maharashtra were examined. Eleven key parameters were identified: Financial Management, Quality Management in Goods and Services, Marketing Management, Human Resources Management, Amenities and Services Management, Garbage and Waste Management, Supply Chain Management, Birds and Animal Rearing Management, Farming Practices Management, Hospitality Management, and Cleaning and Sanitization. Factor ***"Financial Management"*** includes the variables like I observe a clear correlation between financial investment and the quality of service provided, the pricing model in agrotourism is comparable to other types of tourism, NPW, BCR, IRR, Payback Period Ratio must be justified in Agrotourism, Price fluctuations throughout various seasons are justified, Discounts and promotions in agrotourism are attractive and effective, The pricing of agrotourism activities is reasonable and understandable and Profitable agrotourism enterprises support local economies. Second factor is ***"Quality Management in Goods and Services"*** and its supporting variables are Availability of security facility in agrotourism which impacts on visitors' safety, Effective management of bookings and reservations enhances customer satisfaction, The provision of guided tours and experiences improves visitor comprehension and involvement, The planning of themed events and festivals elevates visitor experience and engagement, The presence of transportation choices to and within agrotourism destinations impacts visitor convenience, The presence of contemporary facilities

such as Wi-Fi and air conditioning influences the perception of agrotourism quality among visitors and The variety and quality of local food offerings impact visitors' enjoyment of agrotourism. Third factor is ***"Marketing Management"*** and its associating variables are Branding and prices of services plays a significant role in the success of agrotourism enterprises, Essential for successful agrotourism marketing, is grasping the target audience, Effective marketing in agrotourism has the potential to enhance tourist loyalty and encourage return visits, Digital marketing provides superior benefits over traditional marketing for agrotourism, Customer feedback is essential in shaping agrotourism marketing strategies and Social media plays a critical role in promoting agrotourism through marketing efforts. Fourth factor is ***"Human Resources Management"*** includes the variables like Maintain Staff according to seasonal fluctuation of visitors, which is provided with continual training, Staff members receive training to become proficient in multiple languages, Employees collaborate effectively to address challenges, The staff ensures a welcoming atmosphere, Employees are proficient in multitasking and the staff eagerly welcomes visitor feedback. Fifth variable is ***"Amenities and services Management"*** includes the variables like Engaging visitors through hands-on involvement in agricultural activities boosts opportunities for participation, The availability of accessible amenities and services improves visitor inclusivity and satisfaction, The farm had a pleasing appearance and was properly cared for visitors, The farm uses sustainable farming practices with, the farm practices crop rotation and soil conservation, The farm offers activities and programs that benefit the local community and The farm's accommodation options are comfortable and the farm provides adequate restroom facilities. Sixth variable is ***"Garbage and Waste Management"*** and its supporting variables are Agrotourism destinations should offer explicit guidelines on waste segregation and recycling, I am more likely to visit agrotourism sites that prioritize eco-friendly waste management practices, The presence of composting facilities at agrotourism sites is important, Waste reduction efforts such as reducing single-use plastics must be required at agrotourism locations.

The table below shows the Variance explained in EFA and reliability of all the factors (Financial Management, Quality Management in Goods and Services, Marketing Management, Human Resources Management, Amenities and Services Management, Garbage and Waste Management, Supply Chain Management, Birds and Animal Rearing Management, Farming Practices Management, Hospitality Management, and Cleaning and Sanitization) along with the total variance.

Sr. No.	**Factor Name**	**Variance explained in EFA (%)**	**Reliability Value**
1.	Financial Management	8.292	.947
2.	Quality Management in Goods and Services	8.275	.942
3.	Marketing Management	7.651	.939
4.	Human Resources Management	7.477	.937
5.	Amenities and services Management	6.667	.901
6.	Garbage and Waste Management	6.640	.906
7.	Supply Chain Management	6.625	.906
8.	Birds and Animals Rearing Management	6.576	.893
9.	Management of Farming Practices	6.521	.932
10.	Hospitality Management	6.168	.901
11.	Cleaning and Sanitization	5.719	.943
	Total Variance	76.611%	

6.1.3 Impact of Management System of Agro-Tourism in Maharashtra in on the Satisfaction Level of Farm Owners

The management system of agrotourism in Maharashtra significantly impacts the satisfaction levels of farm owners. A well-managed agrotourism venture can lead to improved economic, social, and personal outcomes for farm owners, while poor management can cause stress and dissatisfaction. Here's how the management system influences farm owners' satisfaction:

"Multiple Regression" was applied to know the Impact of Management System of Agro-Tourism in Maharashtra in on the Satisfaction Level of Farm Owners and found that all the factors namely Quality Management in Goods and Services, Financial Management, Human Resources Management, Marketing Management, Management of Farming Practices, Birds and Animals Rearing Management, Garbage and Waste Management, Amenities and services Management, Supply Chain Management, Hospitality Management and Cleaning and Sanitization are showing significant impact on satisfaction level of farm owners. Table below shows all the factors along with their Beta value:

Sr. No.	Factor Name	Beta Value
1.	Cleaning and Sanitization	.845
2.	Marketing Management	.272
3.	Human Resources Management	.220
4.	Amenities and services Management	.197
5.	Hospitality Management	.187
6.	Birds and Animals Rearing Management	.112
7.	Quality Management in Goods and Services	.056
8.	Financial Management	.056
9.	Management of Farming Practices	.039
10.	Garbage and Waste Management	.038
11.	Supply Chain Management	.035

It is observed in the table that highest impact of Management System of Agro-Tourism is shown by Cleaning and Sanitization on the Satisfaction Level of Farm Owners followed by Marketing Management, Human Resources Management, Amenities and services Management, Hospitality Management, Birds and Animals Rearing Management, Quality Management in Goods and Services, Financial Management, Management of Farming Practice, Garbage and Waste Management and Supply Chain Management. In a similar study **Giurea et al. (2018)** says that in the context of a circular economy, agro-tourism is not only an eco-friendly form of tourism but also plays a crucial role in redefining consumption and waste management for non-renewable energy sources. With the right regulations and infrastructure in place, the agro-tourism sector can actively promote energy efficiency and recycling practices. The goal is to minimize, reduce, and ultimately eliminate environmental pollution and waste generation.

6.1.4 Impact of Management System of Agro- Tourism in Maharashtra in on the Satisfaction Level of Tourists

The management system of agro-tourism in Maharashtra has a direct impact on the satisfaction levels of tourists. A well-structured, organized system enhances the overall experience for visitors, while inefficiencies or gaps in management can negatively affect their satisfaction. Below are the key aspects of the agro-tourism management system and how they influence tourist satisfaction:

"Multiple Regression" was applied to know the Impact of Management System of Agro Tourism in Maharashtra in on the Satisfaction Level of Tourists and found that all the factors namely Financial

Management, Marketing Management, Human Resources Management, Quality Management in Goods and Services, Amenities and services Management, Garbage and Waste Management, Supply Chain Management, Birds and Animals Rearing Management, Management of Farming Practices, Hospitality Management and Cleaning and Sanitization are showing significant impact on satisfaction level of tourists. Table below shows all the factors along with their Beta value:

Sr. No.	Factor Name	Beta Value
1.	Cleaning and Sanitization	.642
2.	Marketing Management	.264
3.	Hospitality Management	.182
4.	Human Resources Management	.162
5.	Supply Chain Management	.160
6.	Garbage and Waste Management	.092
7.	Quality Management in Goods and Services	.073
8.	Birds and Animals Rearing Management	.072
9.	Management of Farming Practices	.071
10.	Financial Management	.068
11.	Amenities and services Management	.065

6.1.5 The System Comparison of The Management in Agrotourism with Respect to Tourists & Farm Owners

The management system of agro-tourism must balance the needs and expectations of two key stakeholders: tourists and farm owners. While both groups are central to the success of agro-tourism ventures, their perspectives and priorities can vary. Below is a comparison of how the management system in agro-tourism caters to tourists and farm owners:

Results of independent sample t-test shows that there is significant difference between tourists and farm owners for management system in agrotourism in terms of all the factors like Financial Management, Marketing Management, Human Resources Management, Quality Management in Goods and Services, Amenities and services Management, Garbage and Waste Management, Supply Chain Management, Birds and Animals Rearing Management, Management of Farming Practices, Hospitality Management and Cleaning and Sanitization. It is also found that higher mean values are shown by farm owners for all the factors in comparison to tourists. There is Significant difference between tourists and farm owners for management system in agrotourism in terms Supply Chain Management and similarly, **Moeun & Yamada (2013)** says in their study that a stable supply of agricultural products is crucial for the sustainable growth of both the agriculture and tourism sectors. However, rural farmers face several challenges in achieving this goal. Key issues affecting the supply chain include limited knowledge, inadequate transportation, supply irregularities, restricted market access, and imbalanced power among chain participants. While tourism represents a small market for agricultural products from Koh Trong, it holds significant potential. Although the conventional supply chain functions adequately, there is a need to address barriers and create a more equitable system for all market participants.

6.1.6 Impact of Demographic Variables (Gender, Age, Education and Income) of Farm Owner & Tourists on the Management Practices

The demographic variables of farm owners and tourists—such as gender, age, education, and income—significantly influence the management practices in agro-tourism. These factors affect decision-making, operational strategies, customer interaction, and overall management approaches. Here's how each demographic variable impacts the management practices for both farm owners and tourists: While

comparing Management Practices of Farm Owner & Tourists on the basis of their gender it is found that higher mean values are shown by males for all the factors Financial Management, Marketing Management, Human Resources Management, Quality Management in Goods and Services, Amenities and services Management, Garbage and Waste Management, Supply Chain Management, Birds and Animals Rearing Management, Management of Farming Practices, Hospitality Management and Cleaning and Sanitization. *The results of independent sample t-test shows that there is a significant impact of Gender of farm owner & tourists on the management practices.*

The Management Practices of Farm Owner & Tourists are compared on the basis of their age and found that higher mean values are shown by the age group 29-38 in comparison to other age groups for all the factors like Garbage and Waste Management followed by Hospitality Management, Human Resources Management, Cleaning and Sanitization, Marketing Management, Financial Management, Quality Management in Goods and Services, Management of Farming Practices, Supply Chain Management, Amenities and services Management and Birds and Animals Rearing Management. *The results of ANOVA test shows that there is a significant impact of Age of farm owner & tourists on the management practices.*

The Management Practices of Farm Owner & Tourists are compared on the basis of their income and found that higher mean values are shown by the More than 15 lakhs and 5 lakh - 15 Lakh in comparison to other age groups. For Financial Management highest mean value is shown by respondents with 5 lakh - 15 Lakh annual income, Quality Management in Goods and Services by More than 15 lakhs, Marketing Management by More than 15 lakhs, Human Resources Management by more than 15 lakh, Amenities and services Management by 5 lakh - 15 Lakh, Garbage and Waste Management by More than 15 lakhs, Supply Chain Management by 5 lakh - 15 Lakh, Birds and Animals Rearing Management by < 5 Lakh Per annum, Management of Farming Practices by < 5 Lakh Per annum, Hospitality Management by More than 15 lakhs and Cleaning and Sanitization highest mean value is shown by respondents with annual income of More than 15 lakhs. *The results of ANOVA test shows that there is a significant impact of Income of farm owner & tourists on the management practices.*

Chapter No7.
Discussion

This section serves as a critical analysis of the research findings. It interprets the results in the context of the research questions or hypotheses, comparing them with existing literature. The discussion highlights the implications of the findings, their relevance, and how they contribute to the field.

In terms of Quality Management in Goods and Services it is found that Availability of security facility in agrotourism which impacts on visitors' safety and Effective management of bookings and reservations enhances customer satisfaction. The marketing management shows that Branding and prices of services plays a significant role in the success of agrotourism enterprises and it is essential for successful agrotourism marketing, is grasping the target audience.

In a similar study, **Ghorpade (2020)** reveals that effective implementation of management functions is crucial for maintaining business continuity. To deliver quality services to customers, staff must be well-coordinated and properly managed. Providing exceptional service is essential to any business's success, as satisfied customers are likely to share their positive experiences with others, indirectly promoting the business. Therefore, strong management is considered the cornerstone of success

Similarly, **Vishwanath et al. (2023)** highlights in their study that Agro-tourism provides tourists with a genuine and immersive experience of rural life by showcasing local foods, agricultural tools, practices, and interactions with the community. This form of tourism highlights the unique aspects of farming and rural living, offering visitors a chance to engage with various agricultural activities and traditions firsthand. Agro-tourism typically includes a diverse range of activities, services, and amenities provided by farmers and rural residents. These might involve farm tours, hands-on farming experiences, local food tastings, and demonstrations of traditional agricultural techniques. By participating in these activities, tourists gain a deeper appreciation of the region's agricultural heritage and contribute to its preservation. The primary goal of agro-tourism is to promote and celebrate rural life, art, culture, and heritage in rural areas. It serves as a platform for showcasing the rich traditions and practices of local communities, often including craft workshops, cultural festivals, and historical site visits**.**

In terms of Garbage and Waste Management, the respondent says that Agrotourism destinations should offer explicit guidelines on waste segregation and recycling and they are more likely to visit agrotourism sites that prioritize eco-friendly waste management practices. **Rath et al. (2024)** says through their study that conventional waste management methods have proven to be costly and time-consuming, making their widespread implementation challenging. This calls for an integrated approach to waste management that is more affordable, efficient, sustainable, and inclusive, particularly in rural and peri-urban areas

Hospitality Management shows that efforts are made by employees to ensure that visitors feel welcomed and appreciated and even during peak hours, visitors are provided with polite replies by the staff. In a similar study, **Wanole, Kadam & Sawant, 2020)** says that Agri-tourism involves the hospitality extended by agricultural entrepreneurs while remaining closely tied to farming activities. It serves as a bridge between traditional and modern agricultural practices, offering farmers a chance to diversify and use their resources in innovative ways. This creates a win-win situation for both farmers and tourists: farmers can generate additional income from creative resource utilization, while tourists experience rural life and nature at affordable prices. Additionally, agritourism contributes to the overall development of villages, benefiting the local community through increased economic activity and exposure

Chapter No.8.

Summary

It serves as a final synthesis before moving into discussions, implications, or recommendations. The table below shows all the hypothesis (alternate hypothesis) and their results.

Alternate Hypothesis	**Results of hypothesis**
Impact of management practices in agrotourism on the satisfaction level of Farm Owners	
Quality Management in Goods and Services	*Supported*
Financial Management	*Supported*
Human Resources Management	*Supported*
Marketing Management	*Supported*
Management of Farming Practices	*Supported*
Birds and Animals Rearing Management	*Supported*
Garbage and Waste Management	*Supported*
Amenities and services Management	*Supported*
Supply Chain Management	*Supported*
Hospitality Management	*Supported*
Cleaning and Sanitization	*Supported*
Impact of management practices in agrotourism on the satisfaction level of tourists	
Quality Management in Goods and Services	*Supported*
Financial Management	*Supported*
Human Resources Management	*Supported*
Marketing Management	*Supported*
Management of Farming Practices	*Supported*
Birds and Animals Rearing Management	*Supported*
Garbage and Waste Management	*Supported*
Amenities and services Management	*Supported*
Supply Chain Management	*Supported*
Hospitality Management	*Supported*
Cleaning and Sanitization	*Supported*
Difference between tourists and farm owners for management system in agrotourism	*Supported*
Impact of demographic variables of farm owner & tourists on the management practices	
Gender	*Supported*
Age	*Supported*
Education	*Supported*
Income	*Supported*

The analysis and appraisal of management practices in the agro-tourism business in Maharashtra reveal the sector's dynamic potential for rural development and economic diversification. Effective

management systems, tailored to both farm owners' and tourists' needs, are crucial for the sustainable growth of agro-tourism. The interplay of demographic variables such as age, gender, education, and income significantly influence management practices, shaping the quality of experiences offered. For Maharashtra's agro-tourism to thrive, a balanced approach-integrating traditional rural practices with modern business strategies-must be adopted, ensuring long-term success and mutual satisfaction for all stakeholders involved.

Chapter No.9
Conclusion and Recommendation

9.1 Conclusion

The study explores the Factors Constituting the Management System of Agro-Tourism in Maharashtra from Farm and concludes that Financial Management, Quality Management in Goods and Services, Marketing Management, Human Resources Management, Amenities and services Management, Garbage and Waste Management, Supply Chain Management, Birds and Animals Rearing Management, Management of Farming Practices, Hospitality Management and Cleaning and Sanitization are the Factors that constitutes the Management System of Agro-Tourism in Maharashtra from Farm.

In conclusion, exploring the management perspective of agrotourism owners provides valuable insights into the unique challenges and opportunities they face in balancing agricultural practices with tourism services. Successful agrotourism management requires a diverse skill set, including marketing, customer relations, sustainable practices, and risk management. By understanding these perspectives, stakeholders can better support agrotourism enterprises through targeted policies, training, and resources. Ultimately, agrotourism has the potential to enhance rural development, preserve cultural heritage, and create economic growth, if owners are equipped with the necessary tools and strategies for long-term success.

9.2 Recommendation

Based on the findings from the study on agrotourism management, several key recommendations can be made to enhance the success and sustainability of agrotourism ventures. *Diversification of Offerings*, the study suggests agrotourism owners to consider diversifying their services and experiences to cater to different customer segments. Offering a mix of recreational activities, educational tours, local food experiences, and farm stays can attract a broader audience and increase revenue streams. The findings recommend for *Leveraging Digital Marketing*, it is essential for agrotourism owners to enhance their online presence through digital marketing strategies. Investing in social media, search engine optimization (SEO), and online booking platforms will help reach a wider audience, particularly in urban areas. Websites and social media pages should showcase the unique experiences offered, customer reviews, and high-quality visuals to attract visitors.

Customer Relationship Management (CRM), the study suggests establishing strong relationships with customers is crucial for repeat business and positive word-of-mouth. Agrotourism owners should focus on delivering personalized experiences, gathering customer feedback, and maintaining communication through newsletters or loyalty programs to build long-term customer loyalty. *Adoption of Sustainable Practices*, given the increasing demand for environmentally friendly tourism, agrotourism owners should integrate sustainable practices into both farming and tourism operations. This could include reducing energy consumption, promoting eco-friendly farm activities, conserving natural resources, and educating visitors about sustainable agriculture.

The study recommends for *Training and Skill Development*, owners should invest in continuous training for themselves and their staff to stay updated with trends in tourism, hospitality, and agriculture. Skills in customer service, hospitality management, and digital marketing are essential to delivering high-quality visitor experiences. *Collaborations and Partnerships*, the study suggests to build partnerships with local businesses, tourism boards, and other farms can help agritourism owners expand their market reach and enhance visitor experiences. Collaboration with local restaurants, artisans, or tour operators can create mutually beneficial relationships and promote regional tourism.

These recommendations aim to enhance the management practices of agrotourism owners, helping them create profitable, sustainable, and customer-focused enterprises while contributing to rural development and preserving agricultural heritage.

Chapter No.10

Limitation and Scope of Study

10. Limitations of the study

While exploring the management perspective of agrotourism owners provides valuable insights, this study has several limitations:

Limited Sample Size: The study focusses on a specific region or a small group of agro tourism owners, which not fully capture the diversity of management practices across different geographical locations or types of farms.

Geographical Bias: Agrotourism operations vary greatly depending on the country, region, or even local regulations. A study confined to a particular area which not account for these variations, limiting the generalizability of the findings.

Self-Reported Data: Much of the data collected in study relies on the owners' self-reports, which is subject to bias, exaggeration, or misrepresentation, affecting the objectivity of the findings.

Evolving Nature of Agritourism: Agrotourism is a relatively new and rapidly evolving field. As market trends, regulations, and customer preferences change, findings from the study quickly become outdated or less applicable over time.

Focus on Established Businesses: The study focuses more on successful or established agrotourism enterprises, potentially neglecting the perspective of new or struggling businesses, thus providing an incomplete picture of the challenges and strategies used by all owners.

Operational Differences: Agrotourism involves a wide range of activities, from bed-and-breakfast accommodations to educational farm tours. This diversity makes it difficult to generalize management practices or challenges, as the experiences of owners may differ significantly depending on the type of agrotourism they operate.

Contextual and Cultural Factors: Local cultural, economic, and social factors heavily influence how agrotourism businesses are managed. A lack of focus on these aspects limits the applicability of the findings in regions with different cultural or social dynamics.

By acknowledging these limitations, the study can be better positioned for further research and refinement to gain a more comprehensive understanding of agritourism management practices.

10.1 Scope for future research

The study of agritourism management provides valuable insights but also opens doors for future research to deepen our understanding and address unexplored areas. The following are potential directions for future research:

The researchers may conduct *Cross-Regional and Cross-Cultural Comparisons* in future research and explore agritourism management practices across different regions, countries, and cultures to understand how geographical, economic, and cultural differences impact the way owners run their businesses. This would provide a broader perspective on global best practices and challenges. Studies may be conducted to know the *Impact of Technology and Innovation* where technological advancements influence both agriculture and tourism. There is a need for studies that examine how agritourism owners adopt and integrate new technologies such as digital marketing, automation, and e-commerce and how these innovations affect their business operations and customer experience. The study also proposes *Longitudinal Studies* that allows the examination of changes in management practices, challenges, and opportunities over time. This could provide insights into how agritourism businesses evolve in response to market dynamics, policy changes, and environmental factors. The researchers may explore *Sustainability Practices*, as sustainability becomes increasingly important, future studies could focus on how agritourism owners implement sustainable practices in both farming and tourism aspects. Research could assess the environmental, social, and economic impacts of such practices on their operations.

Chapter No.11

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